

FIG. 1

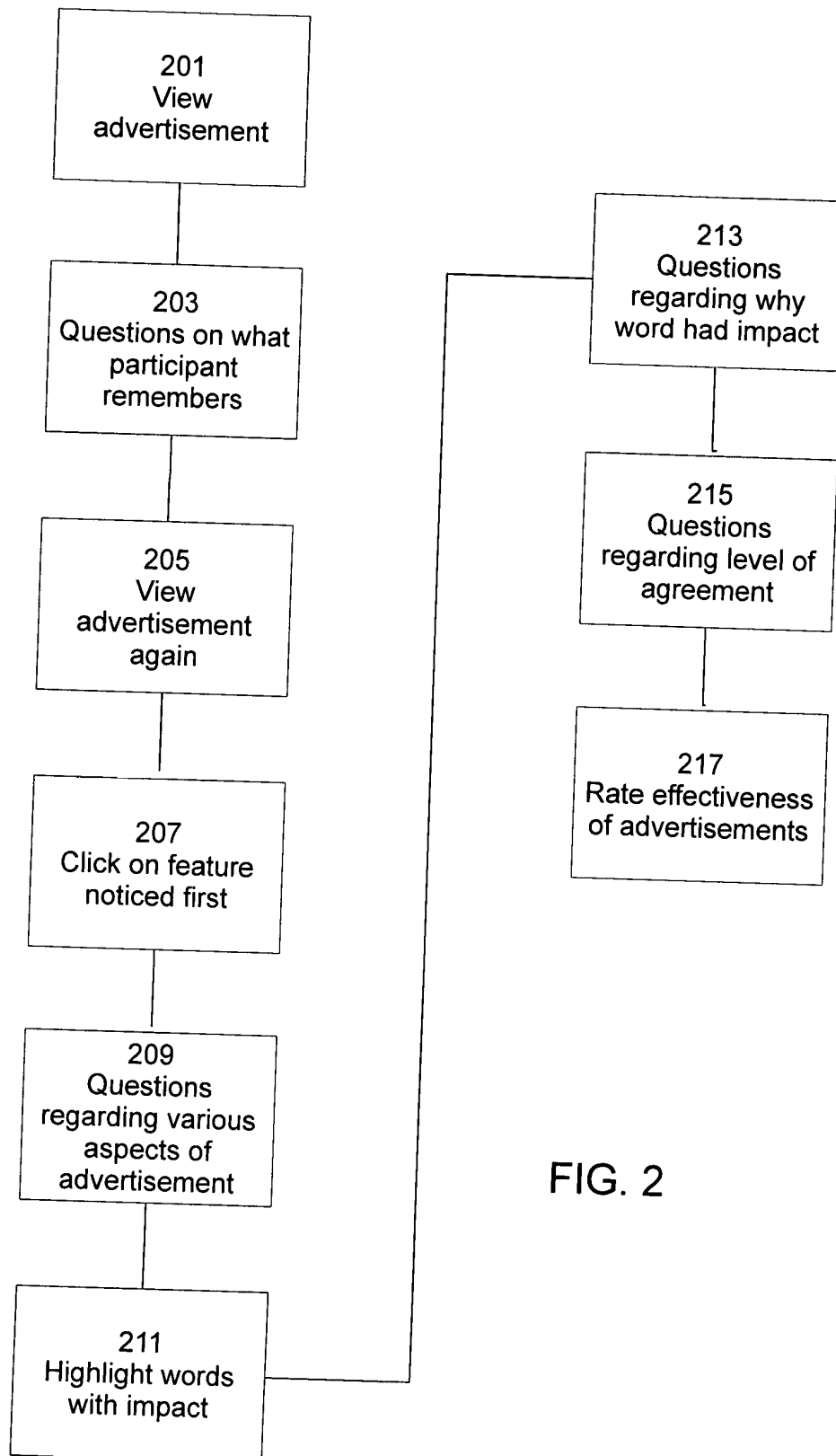
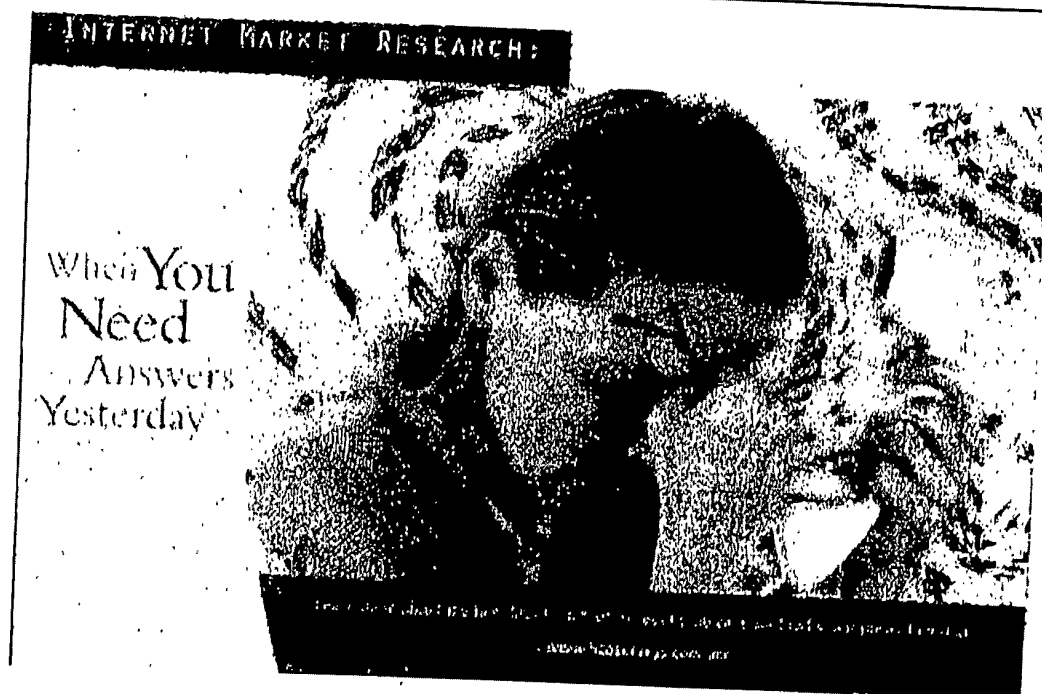


FIG. 2

## HCD Ad Concept Test



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FIG. 3

### HCD Ad Concept Test

1. In the spaces below, please write the names for as many products or topics that you can remember.

1.		— 400
2.		— 402
3.		— 404
4.		— 406
5.		— 408

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— 410

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FIG. 4

### HCD Ad Concept Test

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**You will now view a new advertorial. Please use your mouse and click on that part of the ad that first catches your attention. It can be either words or a picture--whatever first catches your attention.**

**Please press 'Next Page' when you are ready to continue.**

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FIG. 5

## HCD Ad Concept Test

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Internet Market Research

When  
You  
Need  
Rapid  
Results...

That Truly Reflect Market Trends

-600

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FIG. 6

### HCD Ad Concept Test

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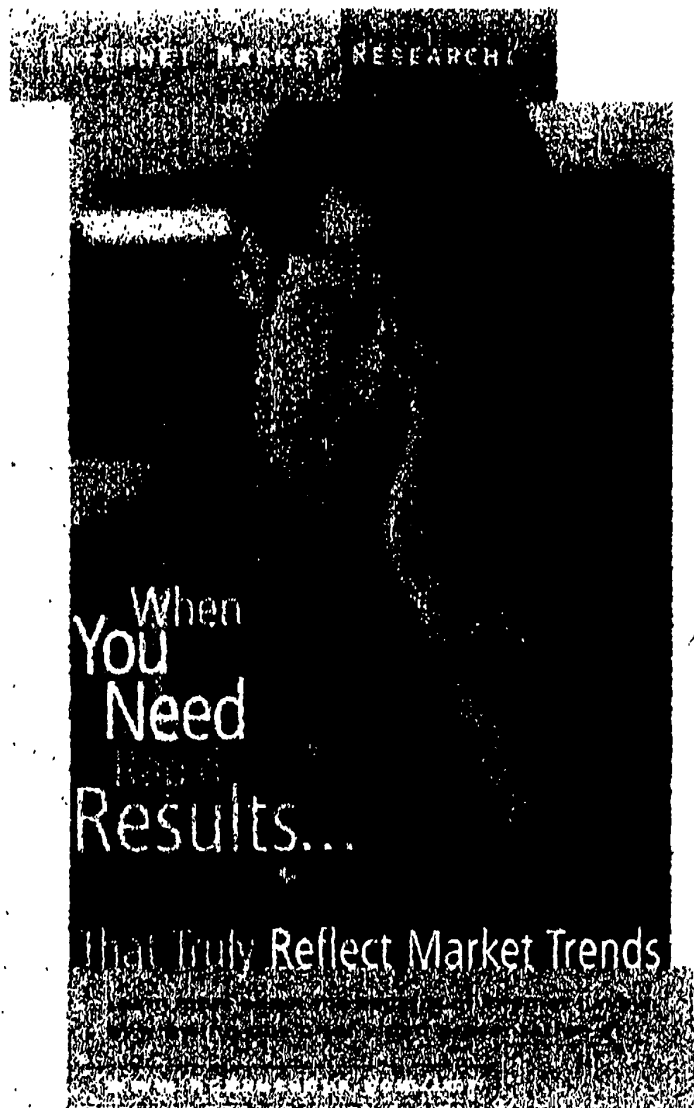
2. In a few words, what was the main point that the ad was trying to communicate? - 702

3. In a few words, what message was the graphic image trying to communicate? - 704

4. Using your mouse, please highlight the single word or group of words that had the most impact on you either positive or negative, by clicking on each individual word. - 706

\* Clicking on a word selects it and clicking a second time unselects it.

FIG. 7



5. Why did you pick this/these word(s)?

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FIG. 8



### HCD Ad Concept Test

6. Based upon viewing this advertorial, please indicate your level of agreement/disagreement with the following statements. There are no right or wrong answers.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
	1	2	3	4	5	6	7
The overall message communicated by this advertorial is easy to understand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The overall message communicated by this advertorial is believable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
The overall message communicated is relevant to my market research needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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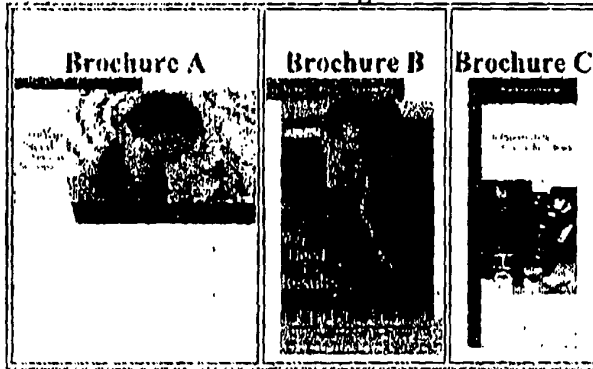
FIG. 9

### HCD Ad Concept Test

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1. Which of the three advertorials do you find most effective at communicating information to psychiatrists? Please distribute 100 points among the three ads. The more points that you give to a particular ad, the stronger your preference. Your total points allocated must add to 100.

\* Click on the thumbnail images below to view a larger version



Brochure A

Brochure B

Brochure C

Total (must add up to 100)

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FIG. 10

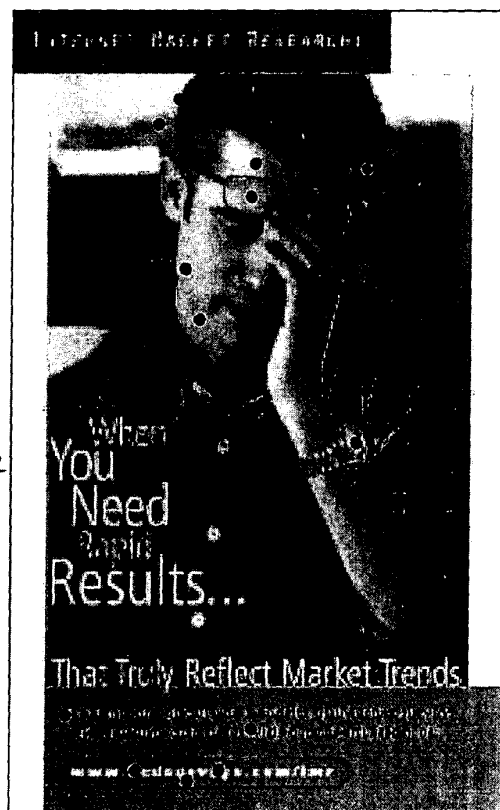


FIG. 11

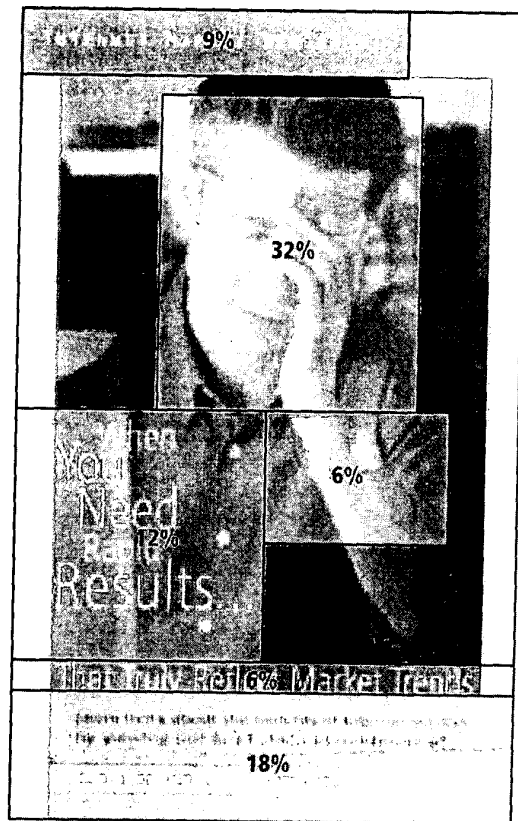


FIG. 12